

Wilmington, NC DTV Transition (September 9, 2008) Overview of DTV Calls

Wilmington, NC Transition Calls from Second Day Overview/Analysis of Wilmington Transition Test DTV Calls

Category	Count
CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION	
They were not aware of the switch to DTV	10
They were unaware of the correct transition date	10
They did not think the stations they watch would switch to digital	15
Subtotal:	35
CONSUMERS WHO WERE AWARE BUT DID NOT ACT	
They forgot to upgrade	19
They were unable to attain assistance to upgrade	4
They relied on another member of their household to upgrade	4
They waited too long to buy or set up a digital set or a converter box	19
They were out of town or too busy or knew they could do it later	11
Subtotal:	57
CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM	
A coupon did not arrive in time	17
Wanted coupon or had not received coupon from NTIA	8
The retail store was out of boxes	0
Subtotal:	25
CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES	
Setting up converter boxes was too hard	12
They didn't understand the instructions for the digital set or the converter box	17
Their converter box "didn't work"	78
Subtotal:	107
CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS	
Their antenna didn't work or they have no antenna or their antenna wasn't connected	42
Problem with channel or call sign	13
Weak or spotty signal	2
Subtotal:	57
CONSUMERS COMPLAINING ABOUT NOT RECEIVING WILMINGTON SIGNALS	
Problem with channel or call sign	124
Subtotal:	124
OTHER PROBLEMS	
Satellite subscribers to Dish Network or Direct TV – did not subscribe to local package	3
They thought all their sets were hooked up to cable or satellite	7
They were waiting for cable or satellite installation	6
Wanted DTV consumer information sent to them	3
Subtotal:	19
Total	424